

Job Title:	Commercial Manager
Department:	Sales & Marketing
Reporting to:	Head of Commercial Operations
Hours of work:	35 hours per week. However, the nature of the post will require a high degree of flexibility involving evenings and weekends as dictated by operational requirements of the business.
Duration of Post:	Permanent
Role family:	Professional
Salary scale:	£30-£40k per year plus agreed ARIS

PURPOSE OF THE JOB:

Reporting to the Head of Commercial Operations, the purpose of this role is to drive revenue generation and commercial sales growth across the Irish FA through the development and delivery of new commercial partners, match day advertising and hospitality and to support with the management of commercial partnerships within the Irish FA Sales & Marketing Team.

MAIN DUTIES AND RESPONSIBILITIES:

1. Build, manage and maintain strong relationships with existing and prospective clients, ensuring exceptional standards of account management and client servicing.
2. Support the Head of Commercial Operations to identify, develop and secure new commercial partnership opportunities to generate new revenue for the Association.
3. Drive new business activity through proactive prospecting, lead generation, networking and relationship building to secure new commercial partners and increase overall sales performance.
4. Develop and deliver commercial partnership proposals, presentations and pitches tailored to client objectives and organisational priorities.
5. Lead on the delivery and commercial performance of all matchday hospitality events including event administration, sales activity, client hosting and operational organisation to maximise attendance and revenue generation.
6. Proactively identify and maximise new revenue streams through sponsorship, LED advertising, hospitality, events and other commercial opportunities.
7. Management of the Marketing and Commercial Partnership Officer
8. Collaborate with internal departments and external stakeholders to oversee the successful delivery of sponsorship rights, partnership activations and commercial campaigns.

9. Organise, support and attend partner activation events, networking opportunities and business development meetings, including evenings and weekends where required to strengthen relationships and generate new commercial leads.
10. Maintain and develop internal systems and CRM processes to effectively monitor partnership activity, sales pipelines, client engagement and commercial performance.
11. Ensure all partnership activity, campaigns and events are executed efficiently and on schedule and within budget.
12. Prepare regular reports, performance updates and partnership reviews, communicating outcomes, opportunities and future business plans with clients and senior management.
13. Ensure all client records, contractual documentation and financial processes, including invoicing and payments, are managed accurately and in a timely manner.
14. Represent the organisation professionally at industry events, partner functions, matchdays and non-matchday events to strengthen business relationships and identify new revenue opportunities.
15. Deliver and exceed agreed commercial objectives, and revenue targets in line with organisational strategy, budgets and performance expectations as set by the Head of Commercial Operations.
16. Take responsibility and ownership for own personal development plan. Proactively participate in training and development opportunities, staff performance appraisals and reviews as required.
17. Comply with Data Protection Policy about safeguarding sensitive customer information at all times.
18. Perform the job in accordance with the company's policies and procedures, especially the Equal Opportunities and Harassment Policy and Procedure.
19. Adhere to and actively support at all times, company policy and best practice in the area of security with particular emphasis on the protection of sensitive customer information.
20. Ensure that you are fully aware of the need to safeguard sensitive customer information at all times, so that our customers and people perceive the Irish FA to be a trustworthy brand.
21. Adhere to all times all other company policies, procedures, processes and working.
22. Any other reasonable duties as may be requested from time to time.

Note: In the interest of the efficient management of the Association, the duties described in the above job description will be reviewed periodically and may be subject to modification or amendment after consultation with the postholder.

PERSONNEL SPECIFICATION –Commercial Manager

Criteria:	Essential:	Desirable:
1. Education & Qualification	1.1 Third level qualification in a sales & marketing related discipline.	
2. Experience	<p>2.1 Minimum of two years' experience in a business development / sponsorship sales role</p> <p>2.2 Proven ability to offer a first-class, professional key account management service to commercial partners and to build strong business relationships at all levels.</p>	<p>2.4 Experience of managing, motivating and leading a team of people</p> <p>2.5 Minimum of two years' experience in a marketing or events role.</p>
3. Skills, Knowledge & Competencies	<p>3.1 Good understanding of Customer Relations Management (CRM)</p> <p>3.2 Clear and accurate written and verbal communication skills, with the ability to positively influence clients and colleagues.</p> <p>3.3 Strong organisational and time management skills with the ability to work functionally across communications, marketing and PR.</p> <p>3.4 Excellent inter-personal and negotiation skills.</p> <p>3.5 Proactive project management and planning skills, with excellent attention to detail and high standards.</p>	
4. Personal Disposition	4.1 Results orientated mentality	
5. Other Requirements (5.4-5.6 Are Post Job Offer)	<p>5.1 Proof of eligibility to work in the UK.</p> <p>5.2 Have a valid passport allowing unrestricted international travel.</p> <p>5.3 Have a valid full driving license and access to a car for business use.</p> <p>5.4 Completion of a medical questionnaire demonstrating the</p>	

	<p>ability to fulfil the Occupational Health requirements for the post and flag any reasonable adjustment required.</p> <p>5.5 Two satisfactory employment references, one of whom should ideally be the current/most recent employer.</p> <p>5.6 Enhanced Access NI checks with satisfactory clearance.</p>	
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ADDITIONAL INFORMATION

Closing date: The closing date for completed applications is 11 June at 5.00PM. Applications received after the closing date and time will not be considered.

Shortlisting: Only those applications which clearly demonstrate the requirements set out in the personnel specification will be shortlisted. Please note that the Association reserves the right to implement all or some of the desirable criteria in addition to the essential criteria for shortlisting purposes.

Offer of employment: Any offer of employment is subject to the receipt of two satisfactory employment references, proof of eligibility to work in the UK, and proof of any required qualifications.

Reserve list: A reserve list of suitable candidates may be maintained for the purpose of any similar vacancies (temporary or permanent) that may arise within twelve months of the completion of the recruitment exercise.

Vetting & Safeguarding: The Irish FA is committed to safeguarding and promoting the welfare of children and young people and expects all staff and employees to share this commitment. This role involves work with young people and is subject to Enhanced AccessNI checks, including barred list checks. Clearance through this system is required.

Criminal Records & Ex-Offenders: Having a criminal record will not necessarily bar an applicant from being considered for this role. The Irish FA has a formal policy on recruiting ex-offenders, and applicants will be assessed fairly in line with this policy. Convictions will only be taken into account where relevant to the requirements of the position.

Disclosure Information Handling: The Irish FA operates a written policy on the secure handling, use, storage, and retention of disclosure information. All personal information obtained through AccessNI/DBS checks will be handled confidentially and in compliance with data protection legislation.

Equal Opportunities: The Irish Football Association is an equal opportunities employer and welcomes applications from all sections of the community. However, as women are currently under-represented in our workforce, we would particularly welcome applications from women. All appointments will be made on the basis of merit.